From: Kuruc, Nick
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0353-02-06/0353-03-06
0353-02-07/0353-03-07
0353-02-08/0353-03-08

RE: SIGNATURE Permanent Display Installation

Hess Headquarters has contacted me regarding non compliance issues raised by Philip Morris with regard to our Retail Partners Program and the recent installation of SIGNATURE Permanent Displays.

Please ensure that your Retail Reps follow the guidelines listed below in all Hess Locations:

[] RJR Full Price Displays - 2 displays with 8 facings each (there are some stores listed as exceptions where we will only have 1 FP display with 16 facings due to space issues).

[] RJR (non self-service) Savings Display- 12 total facings (4 facings filled with "pack blockers")

[] SIGNATURE Permanent Display- 10 total facings (2 facings filled with "pack blockers")

[] RJR Total Brand Facings- 38

Important: The total number of brand facings for DORAL, SIGNATURE, (and GPC) should not be more than 50% of the total facings of Savings Brands displayed on the "backbar" Vs Basic and Cambridge. If the total exceeds 50% the store is placed in non compliance by Philip Morris.

If you have any questions, please call me.

Thank you for your follow through on the above.

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Source: https://www.industrydocuments.ucsf.edu/docs/qywn0000